

LICENSEE

News & Updates from the Virginia Department of Alcoholic Beverage Control, Fall 2014, Issue 20.2

Virginia ABC Employees Are Spirit Savvy

Product Knowledge Proves Vital to Good Customer Service



Nicholas Parish, advanced sommelier and Gallo Winery's server manager of wine and spirits education, discusses the difference between distilled spirits during a training for Virginia ABC store managers and employees.

MANY RETAIL COMPANIES require employees to greet customers as they walk into a store. Most employees will even go a step further to ask if they can help the customer find anything or if the customer has any questions. The worst customer service experiences happen when customers say they do have a question or need help with a product, and the employee can't offer any assistance.

Product knowledge is a vital aspect of an employee's ability to provide good customer service at ABC stores. The Virginia Department of Alcoholic Beverage Control (ABC) recently held product knowl-

edge training sessions across the state for ABC store managers and various marketing and retail operations employees.

Earlier this year a spirits expert from E. & J. Gallo Winery taught eight, one-day courses called Wine & Spirits Academy, which are part of Gallo University.

Virginia ABC employees learned about the history and process of distillation, differences between spirits in the six major categories (vodka, gin, rum, tequila, whisky and brandy) and received training on providing elite customer service.

(continued on page 4)

RSVP & MART

Register Today for ABC Licensee Training

View updated Responsible Sellers & Servers Virginia's Program (RSVP) and Managers Alcohol Responsibility Training (MART) schedules for Winter-Spring 2015 and register today at www.abc.virginia.gov. RSVP is offered for sellers and servers at Virginia's licensed establishments; MART is offered for managers and owners. All sessions are taught by Virginia ABC special agents.

Roanoke (RSVP)

January 8, 9 a.m.–noon

Staunton (RSVP)

January 13, 11 a.m.–2 p.m.

Chesapeake (RSVP)

January 14, two sessions:
9 a.m.–noon & 1–4 p.m.

Farmville (RSVP)

January 14, 10 a.m.–1 p.m.

Richmond (RSVP)

January 14, 1–4 p.m.

Hampton (RSVP)

January 15, 9 a.m.–noon

Danville (RSVP)

January 21, 10 a.m.–1 p.m.

Richmond (RSVP)

January 21, 1–4 p.m.

Fredericksburg (RSVP)

January 27, 1–4 p.m.

Alexandria (RSVP)

January 28, two sessions:
9 a.m.–noon & 1–4 p.m.

Roanoke (MART)

February 5, 9 a.m.–3 p.m.

Charlottesville (MART)

February 11, 10 a.m.–4 p.m.

Hampton (MART)

February 11, 9 a.m.–3 p.m.

Chesapeake (MART)

February 18, 9 a.m.–3 p.m.

Lynchburg (MART)

February 18, 10 a.m.–4 p.m.

Richmond (MART)

February 18, 10 a.m.–4 p.m.

(see additional listings on page 5)



LICENSEE

Fall 2014 ■ Issue 20.2

Licensee is a quarterly publication for licensees of the Virginia Department of Alcoholic Beverage Control (ABC).

Virginia ABC is one of 12 state law enforcement agencies under the office of public safety.



Governor Terry McAuliffe



Virginia ABC Board



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VIRGINIA DEPARTMENT OF
ALCOHOLIC BEVERAGE CONTROL

ENFORCEMENT MESSAGE



VIRGINIA ABC IS TAKING ITS MESSAGE about responsible drinking on the road.

An integral element of our focus on partnerships is outreach to our licensed community as well as other groups affected by the issue of responsible consumption of alcohol. Our special agents routinely respond to requests to speak to local organizations and civic groups about Virginia's alcohol laws and responsible consumption. We've recently taken this effort a step further by deploying our field support vehicle (FSV) as an integral part of this initiative. By teaming up with members of our agency's Education and Prevention Section, we've been able to reach out to larger venues and provide alcohol education information and prevention outreach across the Commonwealth.

Several weeks ago, Virginia ABC's staff traveled with the FSV to the University of Richmond, Virginia Tech and The College of William & Mary. Special agents conducted tours of the FSV and members of the education and prevention staff interacted with students to share important information on Virginia's alcohol laws, responsible drinking for those who are of age, and issues related to underage drinking and associated zero tolerance laws.

Earlier in the summer, special agents represented the bureau at a remote area medical event in Wise County and at a safe driving retreat for high school students held at Sweet Briar College. The FSV also traveled to ABC's annual Youth Alcohol and Drug Abuse Prevention Project (YADAPP) leadership conference at Longwood University where nearly 500 high school youth met to develop strategies for keeping their schools and communities alcohol and drug free.

Our commitment to our licensee community has never been stronger. In response to the steady increase in population and business growth in the city of Charlottesville, Albemarle County and adjoining counties in Central Virginia, the agency established a new regional office at the location of the satellite office we have maintained in Charlottesville for many years. Our goal is to have this office as a full-service location within the next few months so transactions for those in the Charlottesville area will no longer have to be processed in Staunton. We've also partnered with licensees in Virginia Beach and Roanoke in implementing "Operation: Prevent Impaired Driving" during the upcoming holiday season. You can read more about these initiatives on pages 3 and 5 of this issue of the *Licensee*.

As always, we welcome your feedback on ways we may partner with you to keep your businesses in compliance and safe for patrons and citizens of the Commonwealth. This should be the goal for all of us in this industry each and every time.

—Director Shawn Walker, ABC Bureau of Law Enforcement

Newest ABC Stores

Store 166 (Leesburg)
Store 296 (Fishersville)
Store 384 (Centreville)
Store 385 (Fairfax)
Store 386 (Stuarts Draft)
Store 388 (Tysons Corner)
Store 389 (Glen Allen)

For a complete listing of all ABC stores, visit www.abc.virginia.gov and click "ABC Store Locator."

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ABC Crimeline: (800) 552-3200

ABC Realigns Bureau of Law Enforcement for Increased Licensee Access

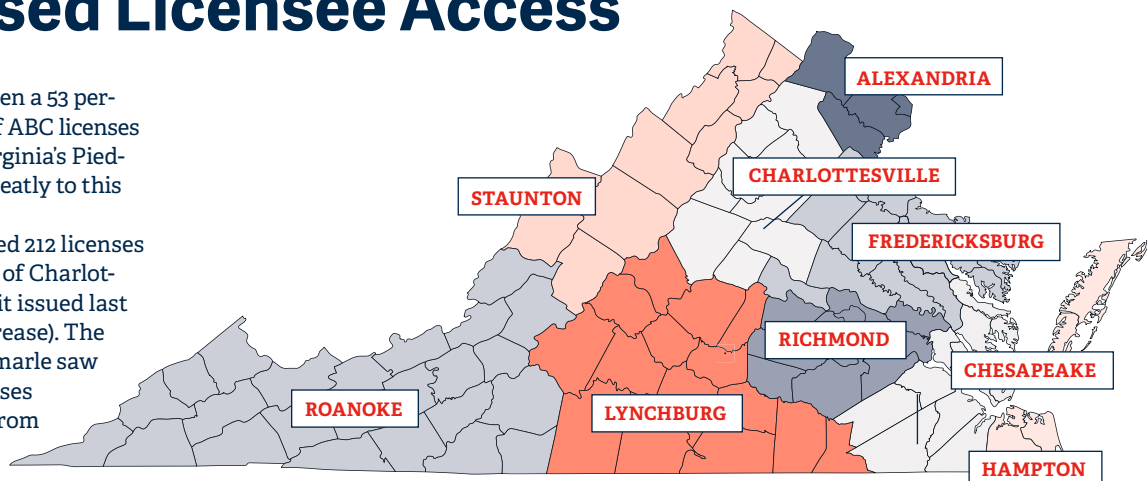
THE COMMONWEALTH has seen a 53 percent growth in the number of ABC licenses issued in the past decade. Virginia's Piedmont area has contributed greatly to this increase.

In 2004, Virginia ABC issued 212 licenses to establishments in the city of Charlottesville compared to the 359 it issued last year (a nearly 70 percent increase). The surrounding county of Albemarle saw a 44 percent increase in licenses during the 10-year period—from 214 to 309.

In response to this business growth, Virginia ABC has added a ninth enforcement region to improve communication and access between the agency and the licensee community.

This new Region 9 (Charlottesville) encompasses the city of Charlottesville and 10 counties: Albemarle, Culpeper, Fauquier, Fluvanna, Greene, Louisa, Madison, Orange, and Rappahannock. Special Agent in Charge Joe Cannon supervises a team of special agents which operates from the existing ABC office inside the Department of Forestry building in Charlottesville.

In addition to the creation of Region 9, other regional changes have been put



into place. Bedford County moved from Region 1 (Roanoke) to Region 2 (Lynchburg). Bath, Highland and Rockbridge counties moved from Region 1 (Roanoke) to Region 3 (Staunton).

These changes are the result of recommendations made by Chief Ryant Washington who is serving as special policy advisor to the Bureau of Law Enforcement. Chief Washington is tasked with the responsibility of assessing enforcement bureau operations and determining where changes should be made to result

in more efficient and effective services to licensees and the public. He identified areas that would benefit from realignment.

"The changes are mainly administrative," said Director of ABC's Bureau of Law Enforcement Shawn Walker. "The licensee will still work with the same special agent, but in some cases that agent might be working from a new office location."

The realignment plan went into effect September 10. The changes were made within the agency's existing budget and no new funds were expended. ■

Virginia ABC 2014 Legislative Synopsis

THE 2014 SESSION of the Virginia General Assembly was an eventful one, with 34 bills or resolutions introduced, and 18 of those passing both chambers and being signed into law by the Governor. Here's a summary of the new laws that directly affect licensees. These laws became effective July 1 of this year.

Five of the pieces of legislation introduced dealt with changing the structure or powers of Virginia ABC, but none of these initiatives were enacted into law. All of the initiatives dealing with structure or powers of Virginia ABC's Board were rolled into HB 216 (eliminating ABC's Board and replacing it with an Authority) which will be studied between the 2014 and 2015 General Assembly sessions.

www.abc.virginia.gov

Craft Breweries

Craft breweries are exploding in growth across the nation, and Virginia is no exception. SB 596 reduces the cost of an ABC license for those breweries producing 500 barrels or less of beer per year from \$2,150 to \$350 to assist the growth of micro breweries. The Virginia Craft Brewers Guild notes that the industry supports 8,123 full-time jobs and generates an economic impact of \$623 million in the Commonwealth.

Limited Brewery License

This legislation creates a new license type for breweries. The Limited Brewery License, modeled to some extent after the Farm Winery License, a brewery may manufacture no more than 15,000 barrels of beer per year and must be located on a farm in the Commonwealth. The brewery

must use agricultural products (barley, hops, etc.) that are grown on the farm in the manufacture of the beer. This bill also limits local regulation of limited brewery licensees and specifically prohibits any ordinance regulating the noise, production and harvesting of crops and the on-premises sale and consumption of beer during regular business hours.

Wine and Beer Tasting Fees

SB 178 allows any sightseeing carrier or contract passenger carrier, as defined in §46.2-2000, to collect tasting fees when transporting passengers for compensation to a restaurant, winery or brewery. These tasting fees are collected on behalf of the licensee from the passengers and must be remitted to the licensee for the tasting of alcoholic beverages.

(continued on page 7)

2014 Circular Letters

The Virginia ABC Board issued three circular letters earlier this year that provide guidance to licensees regarding regulations changes. Summaries of each letter follow. For more detailed information on the background of each letter, please refer to the "Licensee Resources" section on Virginia ABC's website.

Product Approval of Gift Packages

On January 15, 2014, section 3 VAC 5-40-20 of the Board's Regulations was amended to permit gift packages containing wine and beer for which prior approval has been granted to be sold without additional approval by Virginia ABC. In order to implement the recent change in the regulation while insuring that all wine and beer sold in the Commonwealth has label approval, the following guidance is offered:

Circular letter 14-01 holds that gift packages containing wine and beer

for which label approval has been granted will no longer require approval, provided the purchase order or invoice from the manufacturer/importer to the wholesale licensee identifies the products contained in the package. Should the purchase order or invoice from the manufacturer/importer fail to identify the wine or beer products contained in the gift package then the label is required before the package can be sold in the Commonwealth. Questions or concerns regarding label approval should be directed to Virginia ABC's Tax Management Section at (804) 219-2034 or productapproval@abc.virginia.gov.

Brewery License

Circular letter 14-02 holds that brewery licensees may receive deliveries and shipments of beer in closed containers from other breweries located out of state, provided that the beer is shipped under federal bond. Further, a brewery may sell such beer on the brewery

premises through a brew pub or other licensed retail establishment without the involvement of a wholesale beer distributor so long as the retail license was issued in accordance with Virginia Code Section 4.1-20 (A)(5). Questions or concerns regarding brewery licenses should be directed to Virginia ABC's Compliance Section at compliance@abc.virginia.gov.

Infusion of Distilled Spirits

On February 26, 2014, section F VAC 5-50-60 of the Board's Regulations—which addresses the infusion of distilled spirits—was added. Infusion permits the introduction of an ingredient into a distilled spirit, intended to alter the flavor of the spirit to which it is added. Infusion is not to be confused with premixing of mixed beverages.

Circular letter 14-03 holds that mixed beverage licensees may now infuse, store and sell flavored

distilled spirits in the following circumstances:

1. If infused in the original container, the mixed beverage stamp must remain affixed to the bottle.
2. If infused in a container other than the original spirits container, the substitute container, which shall not exceed two liters in volume, will be labeled with the following information:
 - Date of infusion
 - Brand of spirits
 - Amount of spirits used
3. Licensees must keep accurate records must of the spirits used in any spirits infusion process.
4. Licensees infusing distilled spirits shall comply with all applicable state and federal food safety regulations.

Questions or concerns regarding the infusion of distilled spirits should be directed to your local special agent. Contact information can be found on Virginia ABC's website. ■

Spirit Savvy (continued from page 1)

During the course participants tasted products sold in Virginia ABC stores, attended a mixology seminar and completed workbooks that will serve as useful resources when they are assisting customers.

"I heard multiple store managers say this was the best and most effective training they had ever attended," said Virginia ABC Assistant Director of Retail Operations Les Morris. "Gallo provided this instruction at no expense to ABC, and I have to say that it was spectacular. I'm hoping we can do something similar in years to come for our future managers and all retail employees."

Virginia is only the second state (after Alabama) to receive this in-depth training from Gallo.

"These in-person workshops allow us to directly engage with participants," said Nicholas Paris, an advanced sommelier and Gallo Winery's senior manager of wine and spirits education. "When I'm standing in front of a room full of store managers, I can find out what they sell, what they like to sell, what their customers drink and what they like to drink. All of this helps me offer

them better product and brand knowledge training. And when employees are more knowledgeable, they are more passionate—and the customer can see that."

"This presentation gave me the chance to taste many spirits that I had never tried before. I will now be able to tell customers what products actually taste like when they ask and can use the terms we learned."

Lionel Shaw, manager at Store 205 on John Rolfe Parkway in Henrico County, has worked for Virginia ABC for four years. Shaw said he enjoyed the Gallo training and that it was very helpful.

"Customers think we have tasted all the products in our store," Shaw said. "This presentation gave me the chance to taste many spirits that I had never tried before. I will now be able to tell customers what products actually taste like when they ask

and can use the terms we learned."

Brandy Deem, the manager at Store 121 on William Street in Fredericksburg, has been with Virginia ABC for 14 years. She said she loved the training.

"The presenter taught the information well," Deems said. "It flowed; it wasn't confusing, and it was not at all boring. I'm going to go back to my store and make the information available to my employees. They are going to be very interested in the materials and resources."

In addition to providing the in-person workshops, Gallo created a website with spirits information and product training for all Virginia ABC employees. Virginia ABC staff working in stores across the state have been able to brush up on their product knowledge. So the next time a customer—including licensees—asks about the difference between gin and vodka or what makes a whisky a whisky, that employee will be able to offer an informed and helpful answer. ■

www.abc.virginia.gov

Virginia ABC Awarded National Grant for Impaired Driving Prevention

We're on the Road Together. Share the Responsibility.

HERE'S A WAKE-UP CALL: Last year in Virginia, more than 27,000 people were convicted of driving under the influence (DUI), and more than 5,280 people were injured and 250 killed in alcohol-related crashes. With these alarming statistics in mind, Virginia ABC is asking licensees to do their part to help prevent impaired driving accidents across the state this holiday season.

"Licensees play a key role in helping reduce DUIs," said ABC Special Agent in Charge Joe Cannon. "It's against the law to serve intoxicated patrons, and we're asking on-premise establishments to be especially diligent in recognizing and not serving intoxicated customers this holiday season."

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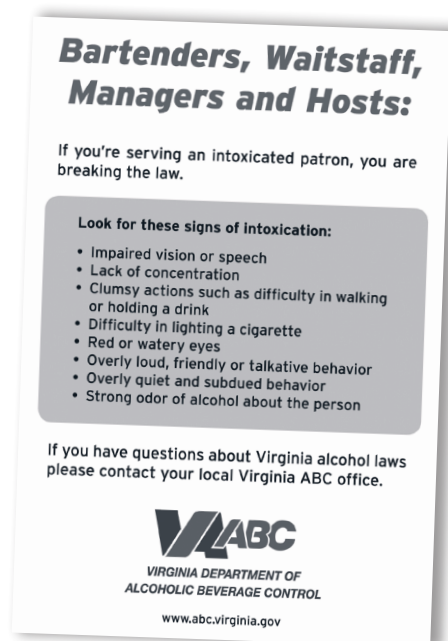
Thanks to a grant from the National Liquor Law Enforcement Association (NLLEA), the ABC Bureau of Law Enforcement has implemented "Operation: Prevent Impaired Driving," an initiative focused on reducing alcohol-related crashes in Roanoke and Virginia Beach. The \$21,000 grant, funded by the National Highway Traffic Safety Administration, will support increased alcohol education and law enforcement operations through January 2015.

Virginia ABC developed the campaign tag line "We're on the road together. Share the responsibility." The agency will work in conjunction with local law enforcement organizations and licensees to lower the number of DUI incidents. While Virginia Beach and Roanoke police implement sobriety checkpoints in their respective cities, Virginia ABC agents will work with licensed establishments to reinforce laws related to "over service."

"Our objective is to intercept potential drunk drivers," said ABC Bureau of Law Enforcement Director Shawn Walker. "We will be partnering with the Department of Motor Vehicles (DMV) and the Roanoke

and Virginia Beach police departments as well as garnering support from other law enforcement and prevention organizations to create a 'community front' against impaired driving. ABC will specifically be stepping up education and enforcement operations in local establishments with a goal of stopping alcohol-impaired patrons from ever getting behind the wheel."

Virginia ABC special agents will also ramp up efforts to train bartenders, managers and restaurant waitstaff to recognize intoxicated customers and better understand Virginia's alcohol laws. Restaurants will be encouraged to participate in the agency's free alcohol training programs, Responsible Sellers and Servers Program (RSVP) and Managers Alcohol Responsibility (MART), which school employees on the laws and regulations that govern alcohol sales and consumption in Virginia. This fall, flyers highlighting the signs of intoxicated customers will be distributed to licensees, highlighting the extra classes that have been added to the training schedule and reminding them that custom classes are available upon request.



A flier highlighting the signs of intoxicated customers has been distributed to licensees in the Virginia Beach and Roanoke regions.

Be on the lookout for additional RSVP and MART training classes in Roanoke and Virginia Beach this fall, and for flyers highlighting the signs of intoxicated patrons.

The NLLEA grant will run through January 31, 2015. Campaign partners include DMV and the Virginia Beach and Roanoke police departments. Current supporters include the Virginia State Police, Roanoke County Police Department, Salem Police Department, Vinton Police Department, Roanoke Prevention Alliance, Prevention Council of Roanoke County, Roanoke Area Youth Substance Abuse Coalition and Mothers Against Drunk Driving (MADD). ■

RSVP & MART

Register Today for ABC Licensee Training

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Fredericksburg (MART)

February 24, 9 a.m.–3 p.m.

Alexandria (MART)

February 25, 10 a.m.–4 p.m.

Lynchburg (RSVP)

March 4, 10 a.m.–1 p.m.

Big Stone Gap (RSVP)

March 5, 9 a.m.–noon

Charlottesville (RSVP)

March 11, 10 a.m.–1 p.m.

Hampton (RSVP)

March 12, 9 a.m.–noon

Chesapeake (RSVP)

March 18, two sessions:
9 a.m.–noon & 1–4 p.m.

Richmond (RSVP)

March 18, 1–4 p.m.

Fredericksburg (RSVP)

March 24, 9 a.m.–noon

Alexandria (RSVP)

March 25, two sessions:
9 a.m.–noon & 1–4 p.m.

Richmond (RSVP)

March 25, 1–4 p.m.

ENFORCEMENT HIGHLIGHTS

Special Agents Address Shoplifting

Special agents assisted ABC's Special Operations Unit in August with shoplifting concerns at a Virginia ABC store in Richmond. Six summonses were issued: four for underage possession of alcohol, one for use of a fake I.D. to purchase alcohol and one for purchasing alcohol for an underage individual.

Operation "Push Back" Nets Arrests

Special agents participated in "Operation Push Back" in late August with the Hampton Police Department, Virginia State Police and Virginia Probation & Parole. The operation yielded 21 observations resulting in two alcohol-related arrests by Virginia ABC special agents. Five felony arrests, 10 misdemeanor arrests and various traffic infractions were issued. Small quantities of currency, narcotics and one firearm were seized during the operation by all participating agencies.

Establishment Shut down for Selling Synthetic Marijuana

In September special agents executed a search warrant at an ABC-licensed establishment in Fredericksburg as a result of a criminal investigation into the selling of "spice" (synthetic marijuana) at convenience stores. Sixty-five vials of liquid spice were seized along with various types of drug paraphernalia.

Illegal Distillery Equipment Found

Special agents conducted an illegal whiskey investigation in Pittsylvania County. One old still and approximately 50 55-gallon plastic barrels and other components of a distillery operation were discovered.

Warrant Uncovers Still Components

In mid-September, a special agent followed up after a search warrant executed by the Staunton Police

Department uncovered possible still components. The suspect informed the special agent that he had destroyed the components after he learned they were illegal to possess.

Roanoke Observations Result in Arrests

Special agents conducted observations in August at five Roanoke establishments as part of "Operation: Prevent Impaired Driving," a project funded by the National Liquor Law Enforcement Association. The observations resulted in three arrests for alcohol-related offenses to include underage possession of alcohol.

Virginia ABC Present at Bristol Music Festival

Special agents in September conducted an enforcement operation at the Bristol Rhythm & Roots Reunion, an annual music festival that celebrates Bristol's musical heritage. Special agents assisted the Bristol Police Department with a property destruction investigation and made two arrests for

public intoxication. Also during the festival, hundreds of citizens visited Virginia ABC's field support vehicle to ask questions about Virginia alcohol laws.

Arrests Made in Virginia Beach Operation

Special agents conducted observations in late August in Virginia Beach at nine licensed establishments in conjunction with "Operation: Prevent Impaired Driving." Four arrests were made for distribution of marijuana, possession of marijuana, providing false identification to law enforcement and threatening a law enforcement officer.

Alexandria Cantina Shut Down

Special agents in Alexandria served a search warrant at a private residence in connection with a month-long investigation of an illegal cantina. More than \$1,000 in currency, dozens of containers of beer, a cash register and records were seized.

Virginia ABC Hosts Distillery Store Training

THE COMMONWEALTH OF VIRGINIA is home to 28 distilleries, ranging from the A. Smith Bowman Distillery in Fredericksburg to Appalachian Mountain Spirits Distillery in Marion.

Unlike wineries, which are permitted by law to offer tastings and sell their product on site, Virginia distilleries were prohibited from these activities until recently. Visitors could tour a distillery but had to visit one of Virginia ABC's 350 retail stores to purchase the distilled spirit or taste the product. In the past five years, five code modifications have been legislatively mandated making it easier for more distilleries to meet the qualifications to establish a distillery store where they may offer their spirits for sale and offer tastings of their product.

Virginia ABC provided an inaugural training in September geared specifically for current and prospective distillery store licensees. Held in the Augusta County Government Center in Verona,

the meeting included discussions on the distillery store application and auditing processes, tasting procedures, how to set up a distillery store and store operations.

The meeting provided an opportunity for licensees to put faces with the names of agency employees they often deal with in conducting ABC business. Virginia ABC employees from the finance and internal audit divisions as well as special agents from the Bureau of Law Enforcement participated in the training.

Tom Murray of MurLarkey Distilled Spirits said the meeting was very beneficial. "We had the opportunity to have some sidebar discussions with Dwight Mehring [senior internal audit specialist] and Nicole Stanojev [assistant director of finance]," he said. "Both were very helpful and excited about what we are doing."

Stanojev facilitated the discussion which centered on a newly written Distillery Store Manual that was distributed to those in attendance. The manual focuses

on documenting the processes related to distillery stores and developing and implementing procedures specific to assisting distilleries with the store application process. The manual is available as a PDF on the Virginia ABC website for current and prospective distillery operators.

As of October 1, 10 distillery stores operate in Virginia: River Hill Distillery (Luray), Garofalo Artisan Liqueurs Distillery (Winchester), Appalachian Mountain Spirits Distillery (Marion), Silverback Spirits Distillery (Afton), Davis Valley Distillery (Rural Retreat), Copper Fox Distillery (Sperryville), Mount Vernon Distillery (Mount Vernon), Belmont Farms Distillery (Culpeper), Catoctin Creek Distillery (Purcellville), A. Smith Bowman Distillery (Fredericksburg).

Two additional distilleries are in the process of obtaining a distillery store license: Mount Defiance Cidery & Distillery (Middleburg) and Vinum LLC Farm Distillery Division (Charlottesville). ■

Suspension of License for Local Tax Delinquency

This provision authorizes the ABC Board to suspend or revoke the license of an establishment that is delinquent for a period of 90 days or more in the payment of any taxes, penalties or interest imposed by the locality where the licensed business is located. Virginia ABC is prohibited from acting if the outstanding amount/assessment is under appeal or if there is a payment plan that has been entered into by the licensee with the locality.

Mixed Beverage Establishments in Dry Counties

In 1968 when Virginia passed liquor by the drink laws, localities were required to hold referendums before the sale of mixed beverages was allowed. Several counties in Virginia have never held or approved the sale of liquor by the drink. This bill exempts two country club properties located in Henry County and one country club in Washington County and allows those establishments to apply for a license to sell mixed beverages.

Limited Mixed-Beverage Restaurant Licenses

Restaurants with limited mixed-beverage licenses are allowed to sell dessert wines and six varieties of liqueurs to be mixed with coffees or other non-alcoholic beverages. Newly enacted legislation allows these same licensees to sell and serve wine, beer and champagne for on-premises consumption, provided the sale of such alcoholic beverages, together with the sale of dessert wines and liqueur-based drinks, does not exceed 10 percent of the total annual gross sales of all food and alcoholic beverages.

More Information Available to Consumers

This law expands the types of services that manufacturers/wholesalers of alcoholic beverages may provide to licensed retail establishments' customers. This amendment allows any winery, farm winery, wine importer or wine wholesaler licensee to provide to adult customers of licensed retail establishments information about wine being consumed on such premises. Three bills were introduced on this topic, and it passed with an emergency clause making it effective immediately after Governor McAuliffe signed it.

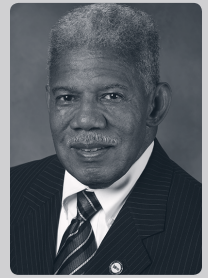
Governor Appoints Special Policy Advisor and Third Commissioner

VIRGINIA ABC RECENTLY WELCOMED two individuals to serve in leadership roles at its headquarters in Richmond.

Governor Terry McAuliffe announced the appointment of Ryant Washington as Virginia ABC's Special Policy Advisor for Law Enforcement in April. Prior to joining ABC, Chief Washington was sheriff of Fluvanna County. He has served in law enforcement since 1990 both as deputy sheriff and as a Virginia state trooper.



Ryant Washington



Henry Marsh

Chief Washington's education and training includes a diploma in business administration from National Business College, studies at the Criminal Justice Program at Piedmont Virginia Community College and completion of the Executive Management Training at the National Sheriffs' Institute.

He is past president of the Virginia Sheriffs' Association and serves on the board of directors for the National Sheriffs' Association. He is a member of the National Commission on Forensic Science and the Piedmont Virginia Community College Advisory Board.

In July, Governor McAuliffe filled the final vacancy on the Virginia ABC Board by appointing the Honorable Henry L. Marsh III as its third commissioner. Commissioner Marsh joins Chairman Jeff Painter and Commissioner Judy Napier on the three-person executive leadership body.

Prior to his Virginia ABC appointment, Commissioner Marsh served in the Virginia Senate for 23 years representing the 16th Senate District. He served as co-chair of the Courts of Justice Committee and as a member of the finance, transportation and local government committees.

Marsh was the first African American to serve as chair of the Courts of Justice Committee from 2008 to 2011. He is currently the co-chair of the Virginia Justice Reinvestment Initiative that works with national experts to formulate policies and programs to reduce incarceration rates. Commissioner Marsh also serves on many other commissions and boards across the Commonwealth.

Prior to being elected to the Virginia Senate, Commissioner Marsh served on the Richmond City Council from 1966 to 1991 and was elected as the city's first African American mayor in 1977. In addition to his distinguished service as an elected official, he has received numerous awards for public service and leadership, including his selection for the "2013 Martin Luther King, Jr., Lifetime Achievement Award" from the Richmond Branch of the National Association for the Advancement of Colored People. ■

Cider Continues to Grow

The growth of cider in recent years has been phenomenal. It has become the fastest growing alcoholic beverage category in the nation. Prior to this legislation, regulations only allowed the sale of apple cider in containers of not less than 12 ounces nor more than a gallon. This change permits apple and pear cider containing less than seven percent of alcohol to be sold in any containers that comply with federal regulations for wine or beer. Apple or pear cider containing seven percent or more alcohol may be sold in any containers that comply with federal regulations for wine. This change preempts the regulation limiting container size and allows this growing category to compete in the marketplace.



Virginia ABC Establishes Partnership with DMV

Common Goals for Public Safety at the Heart of Joint Educational Efforts

WHEN GOVERNOR TERRY MCAULIFFE appointed Division of Motor Vehicles (DMV) Commissioner Rick Holcomb to take on the additional role as acting chief operating officer (COO) for Virginia ABC in May, a Twitter follower commented, “Drinking and driving now officially together.”



Rick Holcomb

What the author of this tweet didn't realize was that the two agencies share many of the same goals and natural partnerships would indeed evolve.

During Holcomb's five-month interim period serving in a leadership role at Virginia ABC several collaborative ABC/DMV initiatives developed.

Virginia ABC's education and prevention efforts focus on three main groups: youth, military and the elderly. These are also core constituencies for DMV's education efforts.

Virginia ABC's education and prevention efforts focus on three main groups: youth, military and the elderly. These are also core constituencies for DMV's education efforts. The two agencies began partnering on message and outreach to include joint educational efforts, joint visits by DMV mobile units and the ABC field support vehicle (FSV), and joint press releases on shared initiatives.

Virginia ABC expanded the outreach of its Bureau of Law Enforcement's field support vehicle by joining DMV's mobile service center at remote locations. While the DMV 2 Go vehicle offered visitors the opportunity to renew licenses, transfer titles and conduct other DMV-related transactions, Virginia ABC's FSV provided citizens an up-close look at a mobile command center and the opportunity to speak directly with agency personnel. Special agents fielded questions related to Virginia's alcohol laws and education and prevention coordinators shared messages about responsible drinking and

zero tolerance for those younger than 21.

Both vehicles traveled to the University of Richmond and Virginia Tech in September and have plans to be on The College of William & Mary campus in November. Additionally an October visit to the Judicial Transportation Safety Conference in Norfolk was scheduled.

Other partnership activities the two agencies have explored include Virginia ABC's participation on DMV's Mature Driver Committee; coordination on a Virginia College Alcohol Leadership Council phone app for college students; joint engagement with the Virginia Office for Substance Abuse Prevention and the Strategic Prevention Framework-State Incentive Grant Advisory Council; sharing of marketing opportunities for agency programs, including Students Against Drunk Driving and Youth Of Virginia Speak Out about Traffic Safety; and coordination on a brand new project to collect state alcohol, driving and walking data from college students across Virginia.

DMV and ABC collaborated on a poster touting the message “Looks can be deceiving. . . . Look for numbers.” The poster, which features images of juvenile and adult driver's licenses and ID cards with highlighted age-date fields, is being distributed to 16,500 licensees in November and encourages employees at

those establishments to use DMV-issued cards to verify legal age before serving or selling alcohol.

Another effort—DMV's Driver Alert program—offers wholesalers and large manufacturers that transport distilled spirits the opportunity to sign up to receive notifications when something goes on the driver's record of any of their fleet drivers.

A final benefit of this shared leadership will result in an estimated cost savings of \$9,800 annually. DMV utilizes E-Z Pass transponders that waive tolls on selected roads. Virginia ABC recently discovered that its regulatory, hearings and enforcement employees are eligible by Virginia Code for free use of toll facilities when conducting agency business in state-owned vehicles. The two agencies are working together to secure the appropriate E-Z Pass transponders for use in Virginia ABC vehicles.

“From my first day here, it was obvious to me that one of ABC's greatest strengths is its dedicated staff,” Holcomb said in an agency meeting with employees. “We've accomplished a tremendous amount over the past four months.”

Virginia ABC will continue to explore new partnerships that benefit both the agency and those it serves. ■



University of Richmond students visited Virginia ABC's field service vehicle and spoke with education and prevention coordinators about responsible drinking.